

Summary Report for Individual Task
805K-79R-7301
Develop Recommendations for Priority Targets
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Knox, KY 40121 foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You are tasked to provide recommended priority targets and you have access to:

1. USAREC Manual 3-0 Recruiting Operations.
2. Graphical Representation of USAREC Market & Production (GRUMP).
3. Headquarters Support System (HSS)/Force Structure Application and ZIP Code Realignment (FAZR).
4. Report Management Zone (RMZ).
5. Market Intelligence Dashboard (MID).
6. Command guidance (OPORDS/FRAGOS).
7. Assess a recruiting market.
8. Conduct Intelligence Preparation of the Battlefield (IPB) for a Recruiting Area.

This task should not be trained in MOPP 4.

Standard: Identify priority targets, based upon the commanders intent, within the recruiting area of operation.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: None

Performance Steps

1. Prepare for developing priority targets.

a. Login to MID.

b. Pull MID reports.

(1) Market share.

(2) Production.

(3) Employment.

(4) Population.

(5) Production to Population (P2P).

(6) Penetration.

(7) Segmentation.

(8) Demographic Income Military Education report (DIME).

(9) Labor report.

(10) Ethnicity report.

(11) Out of area contract report (OAC).

(12) Last High School Attended report.

(13) Detailed Location Report (DLRPT).

c. Login to RMZ.

d. Pull RMZ reports.

(1) Segmentation Analysis Market Assessment reports (SAMA).

(2) Market Share Analytics.

(3) AR vacancy report.

(4) RA USAR category production (MPA002).

(5) School Zone report.

e. Capture other data sources as necessary (i.e. Department of Education, Labor Bureaus, Zip Skinny, USA websites, etc.).

2. Identify priority targets.

a. Determine market competition (Labor Report, Market Share Report and information data-mined from other sources).

b. Assess demographics in the market (DIME, Segmentation and P2P Reports).

c. Determine target High Schools (Last School Attended, School Zone, DLRPT and Market Share reports).

d. Determine target Colleges (School Zone, DLRPT and information data-mined from other sources).

e. Determine target ZIP Codes (Production, DLRPT and Market Share Reports).

f. Determine high priority TPUs (AR Vacancy Reports).

3. Prepare information brief to commander and and/or staff.

a. Schedule a date.

b. Prepare recommendations of priority targets.

c. Present recommendations of priority targets.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score the Soldier GO if all performance measures are passed (P). Score the Soldier NO GO if any performance measure is failed (F). If the Soldier scores NO GO, show the Soldier what was done wrong and how to do it correctly.

Evaluation Preparation: This task may be evaluated by using the evaluation guide and/or administering the performance test Evaluation Guide. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Prepared for developing priority targets.			
a. Logged on to MID.			
b. Pulled MID reports.			
(1) Market share.			
(2) Production.			
(3) Employment.			
(4) Population.			
(5) Production to Population (P2P).			
(6) Penetration.			
(7) Segmentation.			
(8) Demographic Income Military Education report (DIME).			
(9) Labor report.			
(10) Ethnicity report.			
(11) Out of area contract report (OAC).			
(12) Last High School Attended report.			
(13) Detailed Location Report (DLRPT).			
c. Logged on to RMZ.			
d. Pulled RMZ reports.			
(1) Segmentation Analysis Market Assessment reports (SAMA).			
(2) Market Share Analytics.			
(3) AR vacancy report.			
(4) RA USAR category production (MPA002).			
(5) School Zone report.			
e. Captured other data sources as necessary (i.e. Department of Education, Labor Bureaus, Zip Skinny, USA websites, etc.,).			
2. Identified priority targets.			
a. Determined market competition (Labor Report, Market Share Report and information data-mined from other sources).			
b. Assessed demographics in the market (DIME, Segmentation and P2P Reports).			
c. Determined target High Schools (Last School Attended, School Zone, DLRPT and Market Share reports).			
d. Determined target Colleges (School Zone, DLRPT and information data-mined from other sources).			
e. Determined target ZIP Codes (Production, DLRPT and Market Share Reports).			
f. Determined high priority TPUs (AR Vacancy Reports).			
3. Prepared information brief to commander and and/or staff.			
a. Scheduled a date.			
b. Prepared recommendations of priority targets.			
c. Presented recommendations of priority targets.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC REG 601-87	Recruiting Market Analysis	Yes	Yes

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you

will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None